

**Tourism Board Meeting
September 1, 2005
Comfort Inn & Suites Meeting Room**

Board Members Present: Phil Mays, Anil Patel, Lawrence McFall, Sarah Latham, Laurie Moran and Dale Castiglione

Board Members Absent: Wayne Oakes, Jimmy Farlow and Tim Mantooth

Others in attendance: Cyndee Perdue Moore, Karen Gasser, John Gilstrap, Rosalee Maxwell and Julie Allen

Phil Mays called the meeting to order. Members of the Communications Committee were welcomed.

Lawrence McFall moved to approve the minutes, as amended (adding Anil Patel's attendance) of the July meeting and Sarah Latham seconded. The motion carried.

John Gilstrap's retirement is effective after October 1. Bill Sgrinia will start as Director of Parks, Recreation & Tourism on October 3.

Committee Reports:

Communications Committee: The next issue of Destination: Danville will be produced in December and distributed in January 2006. DRHTA (Dan River Hospitality & Travel Association) has purchased metal racks for the distribution of Destination: Danville.

Historical Committee: A meeting was held to develop a training curriculum tour guides. It was determined that the committee will work on one overview of Danville tour and nine in-depth tours.

Hotel & Attraction Committee: There is no new report at this time. The committee meets on September 13.

Restaurant Committee: There is no new report at this time.

Budget Committee: There is no new report at this time.

Old Business –

- Signage update (three separate projects): (1) Virginia Logos is currently working on project #26; the Crossing signs on Rte 29 are #33. They usually complete one or two projects per week, depending on weather. (2) Virginia Logos received the check and has ordered the materials for Welcome Center signage, Routes 58 and 29. Signs will be installed within six weeks of the construction materials receipt. (3) Historic district signage – no update, still waiting on location approval.
Note: The majority of motorhomes will fit under the bridge by The Crossing so the sign at the intersection of Goodyear Blvd and Industrial Ave is directionally correct.

- The Restaurant Committee members will be invited as special guests at the November 10 meeting.
- Concert update: The attendance at the REO/Kansas (August 20) was over 3000. Ticket sales are going well for LONESTAR/Andy Griggs (Sept 16) and the reserved seats for Trace Adkins/Gary Allan (Oct 1) are already sold out.
- Mural update: It's 5:00 Somewhere fundraiser, approximately \$7,000 was raised.
- As a reminder, 75% attendance is required by Board Members.

New Business –

- Upcoming events: Sept 2 – Friday at the Crossing and kick-off for United Way Campaign; Sept 2-4 – Stock Car Spectacular at VIR; Sept 3 – Danville Powwow; Sept 10 – Swinging by the Tracks (fundraiser for Danville Science Center); Sept 16-24 – Danville Pittsylvania County Fair; Sept 24 – Danville's Old 97 Rail Day, TA-DA (fundraiser for Downtown Danville Association); Oct 3 – Glenn Miller Orchestra; Oct 7-9 – Grand-Am at VIR Upcoming training: Sept 21 – Customer Service Workshop
- Since we are directing people to enter the city at Goodyear Blvd, we should contact City Beautiful to request a project there.

Meeting adjourned. Social gathering with the Institute Conference Center immediately followed.

The next Tourism Board meeting will be held on October 13 at 3:30 p.m. in the City Hall Board Room.